

WHAT IS CLAIMED IS:

1        1. A method of facilitating a transaction, comprising:  
2            receiving from a player an indication associated with an item;  
3            determining a game event outcome associated with the player; and  
4            arranging for the player to receive the item based on information associated with  
5        the item and the game event outcome.

1        2. The method of claim 1, wherein the item comprises at least one of: (i) a product,  
2            (ii) a service, (iii) an alternate currency amount, (iv) a reduction in a retail price associated  
3            with the item, (v) a reduction of an amount previously owed by the player, (vi) a future  
4            game event, and (vii) an increase in an amount of payment to be received by the player.

1        3. The method of claim 1, wherein said receiving comprises:  
2            receiving the indication from at least one of: (i) a player device, and (ii) a merchant  
3        device.

1        4. The method of claim 3, wherein said receiving is performed via at least one of:  
2            (i) a Web site, (ii) the Internet, (iii) a gaming device, (iv) a personal digital assistant, (v) a  
3            kiosk, (vi) an electronic mail message, (vii) postal mail, (viii) a telephone, (ix) an  
4            interactive voice response unit, (x) an operator terminal, (xi) a point of sale terminal, and  
5            (xii) a shopping cart device.

1        5. The method of claim 1, wherein the indication includes at least one of: (i) an  
2        item identifier, (ii) an item category, and (iii) an item feature.

1        6. The method of claim 1, wherein the indication includes at least one of: (i) an  
2        item price, (ii) a reduced item price, (iii) a player-defined item price, and (iv) a player-  
3        selected item price.

1        7. The method of claim 1, wherein the indication includes a probability of the  
2        player receiving the item.

- 1           8. The method of claim 1, wherein the indication includes a player identifier.
- 1           9. The method of claim 1, wherein the indication includes a game event identifier.
- 1           10. The method of claim 1, further comprising:  
2           displaying a list of available items to the player,  
3           wherein the indication associated with the item comprises a selection from the list  
4           of available items.
- 1           11. The method of claim 1, further comprising:  
2           in response to the received indication, offering to provide a substitute item to the  
3           player,  
4           wherein said arranging comprises arranging for the player to receive the substitute  
5           item based on the game event outcome.
- 1           12. The method of claim 1, wherein the received indication comprises an indication  
2           that the player is interested in purchasing the item.
- 1           13. The method of claim 1, wherein the game event comprises at least one of: (i) a  
2           lottery game, (ii) an instant-type lottery game, (iii) a game of chance, and (iv) a game of  
3           skill.
- 1           14. The method of claim 1, wherein said determining comprises determining a  
2           payout amount associated with the game event.
- 1           15. The method of claim 1, wherein said determining is based on at least one of: (i)  
2           an expected value associated with the game event, (ii) a wager amount, (iii) a pre-stored  
3           outcome, (iv) a received outcome, and (v) a randomly generated outcome.
- 1           16. The method of claim 1, wherein the player provides payment in exchange for  
2           the game event before the indication is received.

1           17. The method of claim 1, wherein the player provides payment in exchange for  
2 the game event after the indication is received.

1           18. The method of claim 1, wherein the player provides payment in exchange for  
2 the game event at substantially the same time the indication is received.

1           19. The method of claim 1, wherein the game event is associated with a lottery  
2 provider and the player receives the item from a retail store where the item is offered for  
3 sale.

1           20. The method of claim 1, wherein a seller arranges for the item to be provided to  
2 the player in exchange for payment of an amount based on the game event outcome.

1           21. The method of claim 1, wherein the information associated with the item  
2 comprises at least one of: (i) a retail price, (ii) an item cost, (iii) a minimum acceptable  
3 price, (iv) a minimum acceptable profit, (v) a discount amount, (vi) a product conveyance  
4 rule, (vii) revenue management information, (viii) supply information, and (ix) demand  
5 information.

1           22. The method of claim 1, wherein said arranging is further based on at least one  
2 of: (i) information associated with the player, (ii) information associated with a merchant,  
3 (iii) information associated with a lottery provider, and (iv) information associated with a  
4 seller.

1           23. The method of claim 1, wherein the game event outcome comprises a payout  
2 amount, and said arranging further comprises:

3           determining a price associated with the item; and

4           comparing the price to the payout amount,

5           wherein said arranging is performed if the price is within a predetermined range of  
6 the payout amount.

1           24. The method of claim 1, wherein the game event outcome comprises a payout  
2 amount, and said arranging further comprises:

3           transmitting a transaction request, including the payout amount, to a merchant  
4 device; and  
5           receiving a transaction response from the merchant device,  
6 wherein said arranging is performed based on the transaction response.

1           25. The method of claim 1, wherein said arranging further comprises:  
2           converting a payout amount to an alternate currency associated with a merchant.

1           26. The method of claim 1, wherein said arranging further comprises:  
2           based on the information associated with the item, adjusting information associated  
3 with the game event in accordance with at least one of: (i) a predetermined formula, (ii) a  
4 predetermined rule, and (iii) a conversion table.

1           27. The method of claim 1, wherein said arranging comprises:  
2           transmitting information enabling the item to be delivered to the player.

1           28. The method of claim 1, wherein said arranging comprises:  
2           transmitting information enabling the player to take possession of the item.

1           29. The method of claim 1, wherein at least one of (i) the information associated  
2 with the item, and (ii) the outcome associated with the game event are not displayed to the  
3 player.

1           30. The method of claim 1, further comprising:  
2           determining at least one of: (i) an event wager amount, (ii) a number of game  
3 events, and (iii) a probability that the item will be provided to the player.

1           31. The method of claim 1, further comprising:  
2           displaying to the player at least one of: (i) a required wager amount, (ii) a required  
3 number of game events, (iii) a suggested wager amount, (iv) a suggested number of game  
4 events, and (v) a probability that the item will be provided to the player.

1       32. The method of claim 1, wherein the item is provided to the player by a  
2 merchant, and further comprising:

3              arranging for the merchant to receive payment in exchange for providing the item to  
4 the player.

1       33. The method of claim 1, further comprising:  
2              determining an excess payout amount; and  
3              arranging for the excess payout amount to be provided to at least one of: (i) a lottery  
4 provider, (ii) a merchant that provided the item to the player, (iii) a seller that sold the item  
5 to the player, and (iv) the player.

1       34. The method of claim 1, wherein information associated with the item is  
2 incorporated into play of a game associated with the game event.

1       35. An apparatus, comprising:  
2              a processor; and  
3              a storage device in communication with said processor and storing instructions  
4 adapted to be executed by said processor to:  
5              receive from a player an indication associated with an item;  
6              determine a game event outcome associated with the player; and  
7              arrange for the player to receive the item based on information associated  
8 with the item and the game event outcome.

1       36. The apparatus of claim 35, wherein said storage device further stores at least  
2 one of: (i) an player outcome database, (ii) an inventory database, (iii) a product request  
3 database, (iv) a product conveyance database, (v) a redemption database, and (vi) a  
4 provider outcome database.

1       37. The apparatus of claim 35, further comprising:  
2              a communication device coupled to said processor and adapted to communicate  
3 with at least one of: (i) a player device, (ii) a lottery device, (iii) a merchant device, (iv) a  
4 controller, (v) a subsidy provider device, (vi) a seller device, and (vii) a payment device.

1       38. A medium storing instructions adapted to be executed by a processor to  
2 perform a method of facilitating a transaction, said method comprising:  
3           receiving from a player an indication associated with an item;  
4           determining a game event outcome associated with the player; and  
5           arranging for the player to receive the item based on information associated with  
6 the item and the game event outcome.

1       39. A computer-implemented method of facilitating a transaction, comprising:  
2 receiving from a player payment of a wager amount in exchange for a lottery ticket;  
3 receiving from the player a product identifier associated with a product;  
4 determining a price associated with the product identifier;  
5 determining a payout amount associated with the lottery ticket;  
6 comparing the price and the payout amount; and  
7 if the payout amount is within a predetermined range of the price, transmitting  
8 information enabling the player to receive the product from a merchant.